

# HealthLink

Department of Community Health ■ Fall 2005 ■ Volume 6 ■ Issue 2



## Michigan Steps Up: A Call to Michigan's Healthcare Community

In 2004, Dr. Kimberlydawn Wisdom, Michigan Surgeon General, released her **Prescription for a Healthier Michigan** report. In the report, she calls on individuals, businesses, schools, faith-based groups, the healthcare community and communities at large, and policymakers to work together to improve our state's less than desirable health status.

As a response to this report, the Surgeon General launched **Michigan Steps Up**, a three-year, statewide healthy lifestyles campaign designed to create a social movement of behavioral, policy, and environmental change. The campaign slogan is "Move More, Eat Better, Don't Smoke." The campaign includes components such as an interactive website ([www.michiganstepsup.org](http://www.michiganstepsup.org)), a media campaign, community competitions, and projects from five stakeholder workgroups.

### Michigan Steps Up Healthcare Workgroup

The Healthcare Workgroup is comprised of over 50 stakeholders and is led by Marlene Hulteen of the MHA Health Foundation and Kevin Kelly of the Michigan State Medical Society (MSMS). The Workgroup is now offering a free, confidential **Health Risk Assessment (HRA)** through the *Michigan Steps Up* website. The HRA, developed by the University of Michigan Health Management Research Center, surveys health history, health practices and preventive screenings. Individuals can print out a personal copy of their results as well as a copy for their health care

provider. Physicians are encouraged to promote the HRA to their patients. Group reports can also be generated for practices. To learn more about group reports, contact Velma Theisen at 517-335-8754.



Another important effort is the **Primary Care Initiative (PCI) for a Healthier Michigan**. The PCI is a statewide, broad-based group of key stakeholders and other

interested parties convened to enhance the system of delivery of prevention services and the management of chronic disease and/or other conditions in primary care settings throughout Michigan. The PCI focuses on physical activity, healthy eating, not smoking, asthma and diabetes management.

The PCI includes about 100 key healthcare leaders, practitioners, academicians, decision makers, policy makers and public health professionals. The PCI has identified five major system barriers to address and workgroups have been established to develop a strategic plan concentrating on these areas. The five workgroups are: 1) Utilization of Professionals and Community Resources, 2) Coordinated Access to Comprehensive Health Information, 3) Payment System and Reimbursement Structure,

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### Michigan Center for Nursing Electronic Newsletter: Sign Up Now for Up-to-Date Information on Nursing Issues

The Michigan Center for Nursing has an e-newsletter on nursing issues called "*Michigan Center for Nursing Updates*". The role of the Michigan Center for Nursing is to facilitate activities designed to ensure that an adequate and ongoing nursing workforce is available to meet the health care needs of Michigan citizens. The goal of this electronic newsletter is to share promising practices and events in Michigan that will build Michigan's nursing workforce. Included in every issue is a column by Jeanette Klemczak, Michigan's Chief Nurse Executive.

If you are interested in receiving this e-newsletter, please visit [www.michigancenterfornursing.org](http://www.michigancenterfornursing.org). Current and past issues of the newsletter are available online. If you have any questions, please contact the Michigan Center for Nursing at 517-347-8091.

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4) Multiple Guidelines, and 5) Enhancing Health Promotion in Patient Encounters. A strategic plan is being developed and expected to be complete in November 2005. The PCI holds great promise for enhancing the preventive and chronic disease services provided in primary care.

The Michigan State Medical Society is hosting a webpage ([www.msms.org/peml/MISStepsUp/MichiganStepsUp.html](http://www.msms.org/peml/MISStepsUp/MichiganStepsUp.html)) with information about the Healthcare Workgroup and the Primary Care Initiative for a Healthier Michigan.

The Healthcare Workgroup also created a **Healthy Lifestyle Prescription** that is available electronically for interested healthcare providers. This Prescription outlines healthy practices for patients and is a quick way for healthcare providers to encourage healthy lifestyle changes. A patient health card is also available to encourage self-management in preventive practices.

The Healthcare Workgroup also recognized providers and organizations for their outstanding efforts to promote *Michigan Steps Up* and prevention programs. The recognition ceremony took place on October 14, 2005.

## ***The Surgeon General Needs Your Help***

Only when the public and private sector work together do we have the opportunity to improve environments, systems of care delivery, policy, and the promotion of health. No single sector or partner can do this alone. The Office of the Surgeon General and the *Michigan Steps Up* workgroups look forward to a productive collaboration with Michigan's healthcare community.

For more information about the Healthcare Workgroup, please contact **Velma Theisen** at [theisenv@michigan.gov](mailto:theisenv@michigan.gov). To order *Michigan Steps Up* brochures, posters, or postcards call toll free at 1-877-422-4244.

## **Psychology Board Chair Patricia Watson, Ph.D., Receives American Psychological Association Presidential Award**

Congratulations to Dr. Patricia Watson, chair of the Michigan Board of Psychology, who received the prestigious American Psychological Association's Karl F. Heiser Presidential Award for Advocacy on August 18, 2005 in Washington, DC. This award is given annually to a very select group of volunteer psychologists who help to advance and define the profession statutorily. This year, only five psychologists were recognized and less than one percent of practicing psychologists ever receive this recognition. Dr. Watson has been a member of the Michigan Board of Psychology since 1996 and has twice been elected as board chair.

## **The Michigan Health Council and iCON: Making A Connection Between Healthcare Facilities and Nurses**

Technology is increasingly becoming important for today's nursing healthcare workforce with its implications for safety, quality and costs.

There is increasing reliance on information technology as an opportunity to augment nursing services with healthcare's complexity and level of intensive information. Several areas are improved with technology, such as operational efficiency, greater patient safety, increased time spent with patients and improved patient satisfaction.

A technology trend has also developed with the connections between healthcare facilities and recruitment, with nurses finding jobs from the comfort of their homes through the Internet. One

unique Internet nurse job matching service is commonly known as Nurse iCON (Individual Career Opportunities in Nursing).

In January 2002, the Michigan Health Council (MHC), in conjunction with the former Michigan Department of Consumer and Industry Services and the Michigan Nurses Association, launched the iCON website ([www.nurseicon.org](http://www.nurseicon.org)).

Nurse iCON is an Internet-based program developed specifically for nurses and nursing students interested in positions in Michigan. Nurse iCON is a free service that offers nurses the ability

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[www.michigan.gov/healthlicense](http://www.michigan.gov/healthlicense)

*HealthLink* is a biannual publication of the Michigan Department of Community Health – Bureau of Health Professions. Statements and opinions appearing in this newsletter are not necessarily those of the Bureau of Health Professions.

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DCH is an Equal Opportunity Employer and complies with the Americans with Disabilities Act. Printed by Authority of Executive Order 1991-6; Total Copies: 288,200; Total Cost: \$8,803.42; Cost Per Copy: \$0.0305; Printed: 11-05

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to search for positions with 60+ healthcare facilities, receive notification of positions matching their criteria, and indicate interest in positions online.

For more information on iCON, go to [www.nurseicon.org](http://www.nurseicon.org) or contact the Michigan Health Council at [www.mhc.org](http://www.mhc.org).

### ■ New Titles/New Abbreviations for the Social Work Profession

As a result of the social work legislation that went into effect on July 1, 2005 establishing licensure instead of registration for social workers and certified social workers, we have received inquiries regarding proper titles and/or abbreviations that should now be used.

A Registered Social Worker will now be known as a Licensed Bachelor's Social Worker and should use the abbreviation **LBSW**. A Certified Social Worker will now be known as a Licensed Master's Social Worker and should use the abbreviation **LMSW**.

A Registered Social Work Technician will now be known as a Registered Social Service Technician and should use the abbreviation **RSST**. As noted in previous issues of HealthLink, a registration will continue to be issued to Registered Social Service Technicians.

Additional information regarding Social Worker licensing can be found on our website at [www.michigan.gov/](http://www.michigan.gov/)

### ■ HealthLink Mailing Inquiries

Since the inception of the Healthlink newsletter, we have received many inquiries asking why professional designations are not included on the HealthLink mailing labels. Others have asked to be removed from the HealthLink mailing list or to no longer be sent the newsletter. Due to the

number of inquiries we've received pertaining to these issues, we wanted to take this opportunity to provide an explanation to our readers.

Mailing labels for HealthLink are generated from the same database the Bureau of Health Professions (Bureau) uses to send renewal notices, significant changes in Board rules, documents associated with the disciplinary process, etc. to our licensees and registrants. To more efficiently utilize our limited resources the Bureau uses only one database and it would not be economically feasible to maintain multiple mailing lists for these tasks. Therefore, if a request is

received from an active licensee or registrant requesting that their name be removed from our mailing list or to no longer receive this newsletter, we must respectfully deny such requests.

Further, due to space limitations and the number of professions we license or register, professional designations are not included on our HealthLink mailing labels. Only the most critical address information is included to ensure the newsletter is sent to the address of record on file with the Bureau. Thank you for your understanding in regard to these issues and as always, we appreciate and invite reader comments or suggestions.

## WHAT YOU NEED TO KNOW

### Question & Answer Corner

In the Spring 2005 issue, we asked our readers for suggestions on what they would like included in future issues of HealthLink. One of our readers asked the following question and also suggested a "Question & Answer Corner". Based on this suggestion, we will include a "Question & Answer Corner" in future issues. If you have any suggestions for HealthLink or the "Question & Answer Corner", please submit your ideas via email to [wjmenos@michigan.gov](mailto:wjmenos@michigan.gov).

**Question:** Can a complaint be filed online against a health professional on the State of Michigan's website ([www.michigan.gov](http://www.michigan.gov))?

**Answer:** The actual complaint can't be filed online. However, the allegation packet can be downloaded, completed and then mailed to the Bureau of Health Professions by following the steps below:

- Go to [www.michigan.gov](http://www.michigan.gov).
- Click on "Health" on the left-hand side of the screen.
- Under "Health Quick Links" on the right-hand side of the screen, click on "Health Professional Licensing".
- You will now be at the Bureau of Health Professions' website ([www.michigan.gov/healthlicense](http://www.michigan.gov/healthlicense)).
- Scroll down to "Links" and click on "File a Complaint". This will provide information regarding our complaint process as well as the allegation packet that can be downloaded.



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## WHAT'S NEW

### **MI Volunteer Registry: A Source for Healthcare Personnel in a Disaster**

The Office of Public Health Preparedness (OPHP) is proud to introduce the MI Volunteer Registry, a registry which will enable healthcare personnel interested in volunteering to assist during natural or public health emergencies. The OPHP, within the Michigan Department of Community Health, is charged with protecting the health of Michigan citizens against chemical, biological and radiological threats. The office collaborates with local, state and federal authorities to stay ahead of forces that threaten the health of Michigan citizens.

The MI Volunteer Registry primarily targets doctors, nurses, behavioral health, and emergency medical services personnel, as well as ancillary support staff and other individuals interested in assisting during an event. It is a secure electronic database, which functions as a central location for volunteer information. Volunteers will be queried and contacted according to the unique skills, certifications, and

specialties they may be able to offer in an emergency situation.

This registry is expected to play an important supporting role for hospital emergency pre-planning efforts in addressing surge capacity. (Surge capacity is defined as the normal/daily medical needs that extend beyond the existing capacity infrastructure.) Experience has shown that in an emergency, overwhelming numbers of healthcare personnel are eager and willing to volunteer their services. To meet the extraordinary demands of a large-scale emergency, hospitals and other healthcare providers will depend upon the services that volunteers can provide.



This Internet-based system will allow volunteers to log on and provide information regarding their credentials and contact information. If you have questions or wish to obtain more information regarding the registry prior to its anticipated Fall 2005 launch, please contact Virginia Ball, OPHP, at [ballv@michigan.gov](mailto:ballv@michigan.gov) or 517-335-8268.